

SAMPLE 1-WEEK CAMPAIGN TIMELINE

PLAN

Create a plan and timeline that works for you.

PLAN:
4-5 WEEKS OUT

Meet your CEO to discuss the campaign goal and schedule the campaign date.

Recruit champions to use their passion to bring co-workers together in fun, new, virtual ways.

WEEK 1

Kick off your United Way campaign and don't lose momentum*!

KEEP MOMENTUM*

Announce your results to your organization. Encourage year-round support!

Kick off your campaign with colleagues by sharing your goals and having a little fun, then follow up with a [kickoff email](#) and a [link to pledge](#).

Share a United Way impact video so your colleagues can see why their support matters.

Provide a campaign progress update and share a link to the [community report](#).

Thank colleagues and let them know they have one more day to pledge.

* **MAINTAIN** enthusiasm by sending frequent emails and offering ways to [engage](#). View the [campaign toolkit](#) for more resources!



United Way
of Southern Maine

SAMPLE 2-WEEK CAMPAIGN TIMELINE

WEEK 1

Use these ideas to create your timeline and kick off your United Way campaign.

PLAN:
4-5 WEEKS OUT

Meet with your CEO to discuss the campaign goal and schedule the campaign dates.

Recruit champions to use their passion to bring coworkers together.

Kick off your campaign with colleagues by sharing your goals and having a little fun, then follow up with a kickoff email and a link to pledge.

Share a United Way impact video so your colleagues can see why their support matters.

Invite employees to participate in fun, impactful event.

WEEK 2

Don't lose momentum! Finish your campaign strong and celebrate your team and contributions.

KEEP MOMENTUM*

Provide campaign progress update and a link to the [community report](#).

Encourage colleagues to take action with a volunteer activity or share a [value of a \\$1 poster](#).

Thank colleagues and let them know they have one more day to pledge.

Announce your results to your organization. Encourage year-round support!

* **MAINTAIN** enthusiasm by sending frequent emails and offering ways to [engage](#). View the [campaign toolkit](#) for more resources!



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